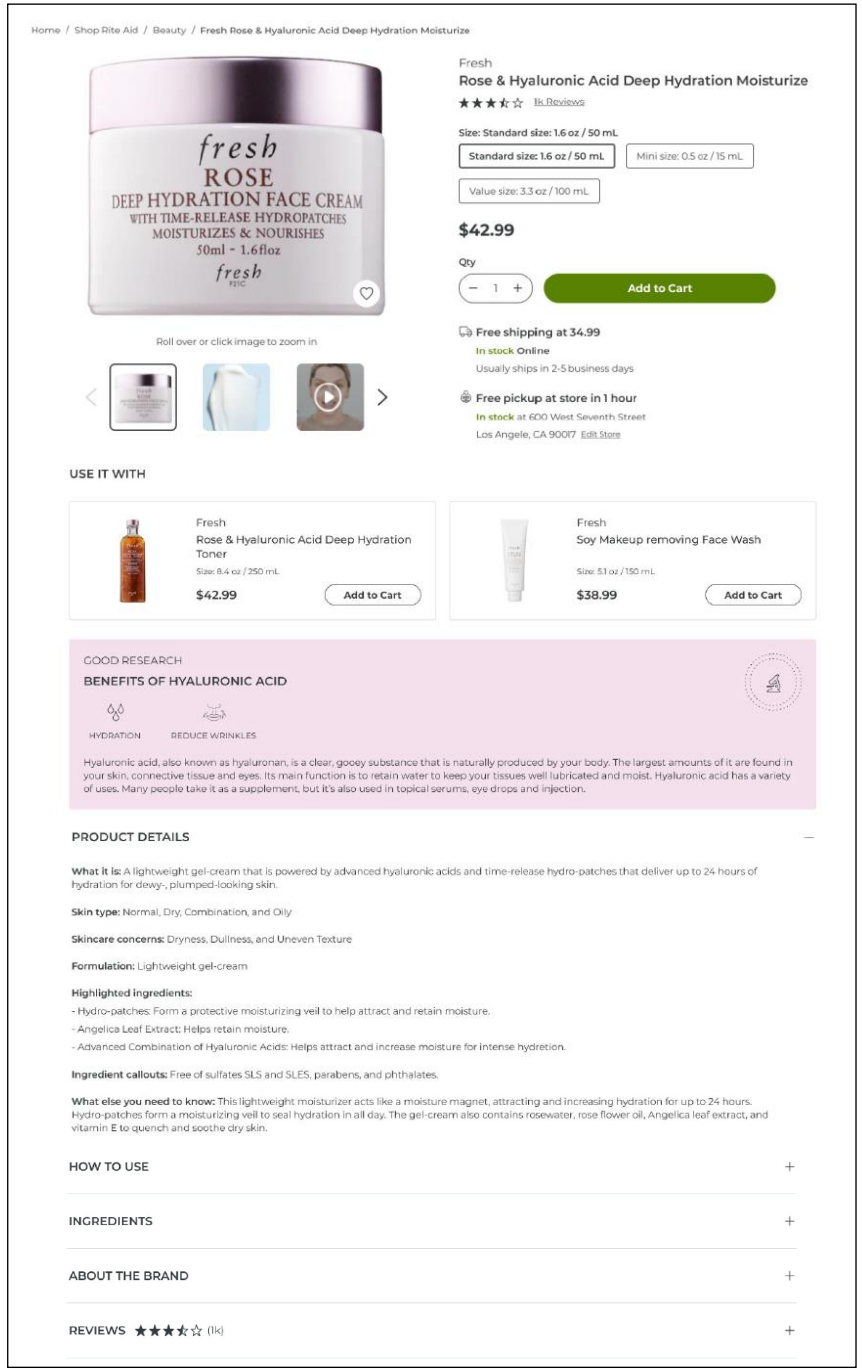
Rite Aid PDP Content Guidelines

January 2023

We are Launching a New Product Details Page with Digitally Enhanced Features

New Features:

- **New Product Image Carousel** optimized for mobile and easy to browse, zoom and feature video
- **Product Variations**, color swatches and size or count variations
- **Buy Online Pick Up In Store** supporting BOPIS rollout and providing the Rite Aid customer an Omni Channel experience
- **Use With – Complete the Routine** features other items in the brand portfolio that complete a routine or regime – details will be collected at a later date
- **Good Research** instills customer confidence in making an educated choice – provided by our Pharmacy team
- **Product Details** with improved format optimized for desktop and mobile
- **How to Use** answers any outstanding customer questions and ensures the customer is educated on proper use
- **About the Brand**, the opportunity to communicate the brand's story and mission – this copy will be collected at a later date
- **Reviews** launching review syndication


Home / Shop Rite Aid / Beauty / Fresh Rose & Hyaluronic Acid Deep Hydration Moisturize
fresh
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Size: Standard size: 1.6 oz / 50 mL
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Qty
1
Add to Cart
Free shipping at 34.99
In stock Online
Usually ships in 2-5 business days
Free pickup at store in 1 hour
In stock at 600 West Seventh Street
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USE IT WITH
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Soy Makeup removing Face Wash
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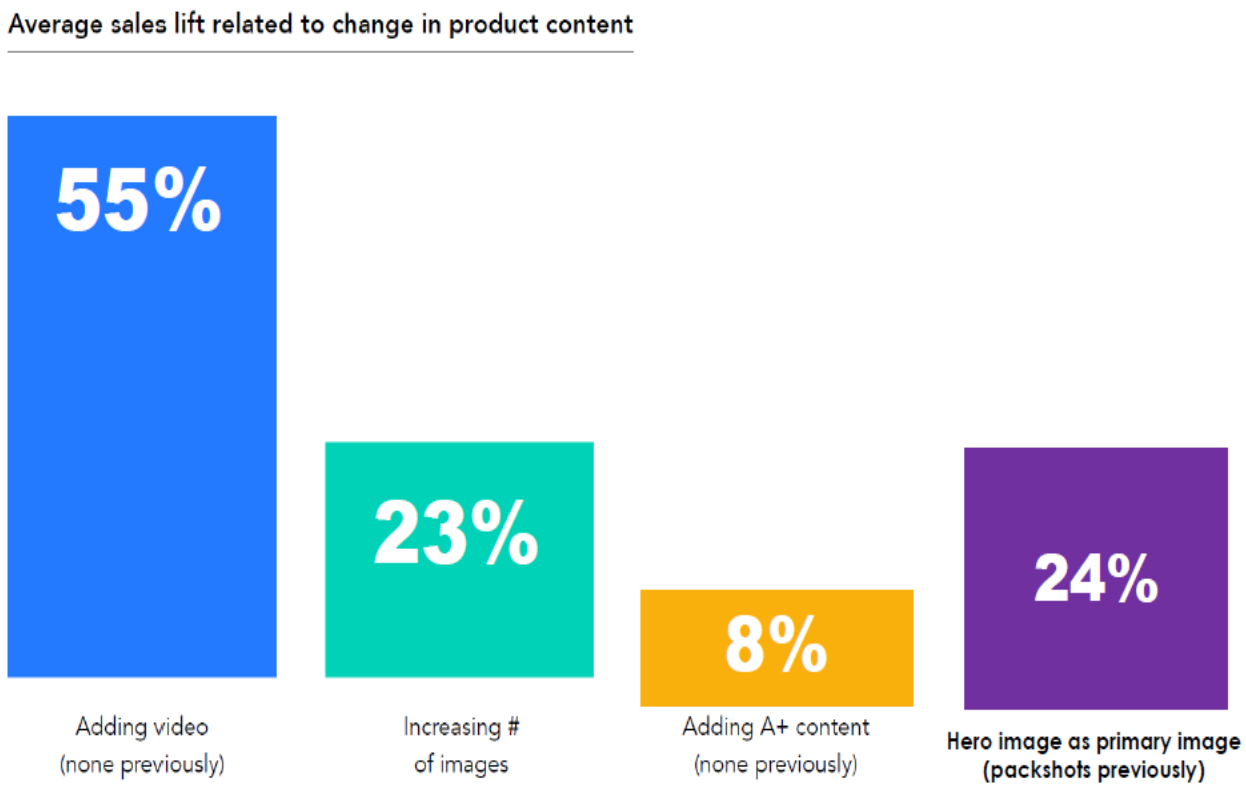
Add to Cart
GOOD RESEARCH
BENEFITS OF HYALURONIC ACID
HYDRATION
REDUCE WRINKLES
Hyaluronic acid, also known as hyaluronan, is a clear, gooey substance that is naturally produced by your body. The largest amounts of it are found in your skin, connective tissue and eyes. Its main function is to retain water to keep your tissues well lubricated and moist. Hyaluronic acid has a variety of uses. Many people take it as a supplement, but it's also used in topical serums, eye drops and injection.
PRODUCT DETAILS
What it is: A lightweight gel-cream that is powered by advanced hyaluronic acids and time-release hydro-patches that deliver up to 24 hours of hydration for dewy-, plumped-looking skin.
Skin type: Normal, Dry, Combination, and Oily
Skincare concerns: Dryness, Dullness, and Uneven Texture
Formulation: Lightweight gel-cream
Highlighted ingredients:
- Hydro-patches: Form a protective moisturizing veil to help attract and retain moisture.
- Angelica Leaf Extract: Helps retain moisture.
- Advanced Combination of Hyaluronic Acids: Helps attract and increase moisture for intense hydretion.
Ingredient callouts: Free of sulfates SLS and SLES, parabens, and phthalates.
What else you need to know: This lightweight moisturizer acts like a moisture magnet, attracting and increasing hydration for up to 24 hours. Hydro-patches form a moisturizing veil to seal hydration in all day. The gel-cream also contains rosewater, rose flower oil, Angelica leaf extract, and vitamin E to quench and soothe dry skin.
HOW TO USE
INGREDIENTS
ABOUT THE BRAND
REVIEWS (1k)

Here is Why Good Content Matters, Profitero ran a Study on Amazon demonstrating Impact of Content

Profitero looked at 5,400+ products on Amazon during a three-month period, and we found that:

- **Adding video increased sales an average of +55%**
- **Adding more images lifted sales an average of +23%**
- **Adding enhanced or A+ content resulted in a +8% average sales lift**



With the Launch of the New PDP, We have new Content Guidelines that Must be Achieved

Mandatory Requirements:

- **At least 3 product images per SKU** as a minimum, that clearly shows the product on a white background and minimum of 1000x1000 pixels 120 – 150 Dpi – *Updated from requirement of 1 image*
  - **How to title images:** They should be saved as the 12 digit UPC number.jpg, the second image would add "_1," third image "_2," etc.
  - Examples: 123456789123.jpg, 123456789123_1.jpg, 123456789123_2.jpg, etc.

- **Perfect Title** that incorporates key areas of decision criteria and follows the following format:
  - [Brand] + [product name/type] - [unique value (ie. dosage)] | [package count]
  - **Example**: Rite Aid Nicotine Patches - Step 1, 21 mg | 14 Count
  - *New required format, now accepting 120 characters from 50*

- **At least 200 Word Product Description** that should include unique content to Rite Aid to drive SEO value – *Updated from requirement of 50 words*

- **Product Description Bullets** 5 bullets with first 3 focused on the product and last 2 speaking to the brand – *Updated from requirement of 3 features*

- **Directions, Ingredients, and Warnings** if visible on the product are to be provided by vendor as both part of the images and text content – *No update from previous requirements*

Additional Enhancement Opportunities:

- **Hero Image**, an optimized first image for mobile devices, that helps customers quickly find or read selling features on small devices – 3 in 4 shoppers use a smartphone to shop! This image shown on the Category Page and the first image in the product image carousel.
  - **4 basics of a Hero Image:** Brand, Format, Variant, and Size – small details should be removed to focus on the 4 basics
  - When submitting Hero Images, **please include "hero_image" in title**, along with UPC. Example: "123456789123_hero_image"

- **Enhanced Content** outside of standard images of product, that offers real-life education and videos to overcome Shopper Barriers
  - Examples of **Shopper Barriers**:
    - How does it work?
    - Why is it better?
    - Which version is right for me?
    - What are the ingredients?
    - What exactly will I receive?
    - Why should I trust it?
    - What will my experience be like?
    - Does it align with my values?

Examples of Best in Class Product Images

Hero Image:

- 100% white background
- Digital pack must have all small details removed
- Resize 4 key features
- "Long Thin" pack size at bottom right
- If sold in multipacks/bundles, product should be shot

- https://www.gs1.org/standards/Mobile-Ready-Hero-Image/

Secondary Images:

BAND-AID
FLEXIBLE FABRIC
#1 DOCTOR RECOMMENDED BRAND
Comfortable protection that stretches and flexes as you move
Stays on for up to 24 hours
100 ASSORTED SIZES
CLEAN
to remove dirt and debris
TREAT
with antibiotic ointment to help prevent infection
COVER
to protect and prevent scabs and re-injury

- Provide 6 – 8 quality secondary images
- Offer real-life education and videos to overcome Shopper Barriers
  - Examples of Shopper Barriers:
    - How does it work?
    - Why is it better?
    - Which version is right for me?
    - What are the ingredients?
    - What exactly will I receive?
    - Why should I trust it?
    - What will my experience be like?
    - Does it align with my values?

Here is your PDP Content Scorecard

Current PDP Health

Category	> 3 Images	> 550 Characters	W/ 5 Features	W/ Directions	W/ Ingredients	W/ Warnings
Beauty	91%	1%	1%	67%	63%	0%
MAKEUP/COSMETICS	91%	1%	1%	67%	63%	0%
Grand Total	91%	1%	1%	67%	63%	0%

Goal PDP Health

Category	> 3 Images	> 550 Characters	W/ 5 Features	W/ Directions	W/ Ingredients	W/ Warnings
Beauty	100%	100%	100%	67%	63%	0%
MAKEUP/COSMETICS	100%	100%	100%	67%	63%	0%
Grand Total	100%	100%	100%	67%	63%	0%

* These fields will vary by product type

Actions and Next Steps on Submitting your Updated Content

How to Submit Content:

- **Supplier Scorecard** will highlight areas of needed improvement and Rite Aid's expectation
- **Priority Sku List with Content Required** we will provide a prioritized sku list that will define each piece of content that needs to be delivered
- **Salsify Sheet Export** we will deliver your current Salsify Sheets and need the specified content updated within the current Salsify Sheet
  - **Direct Users** to use the Priority Sku list to identify the skus and content needed
- **Update in Salsify and Approval** once updated Salsify Sheets are delivered to riteaid.inputs@luminad.com, our team will upload, review and set live
- **Quarterly Scorecards** we will provide an updated Scorecard quarterly to track progress

Timeline:

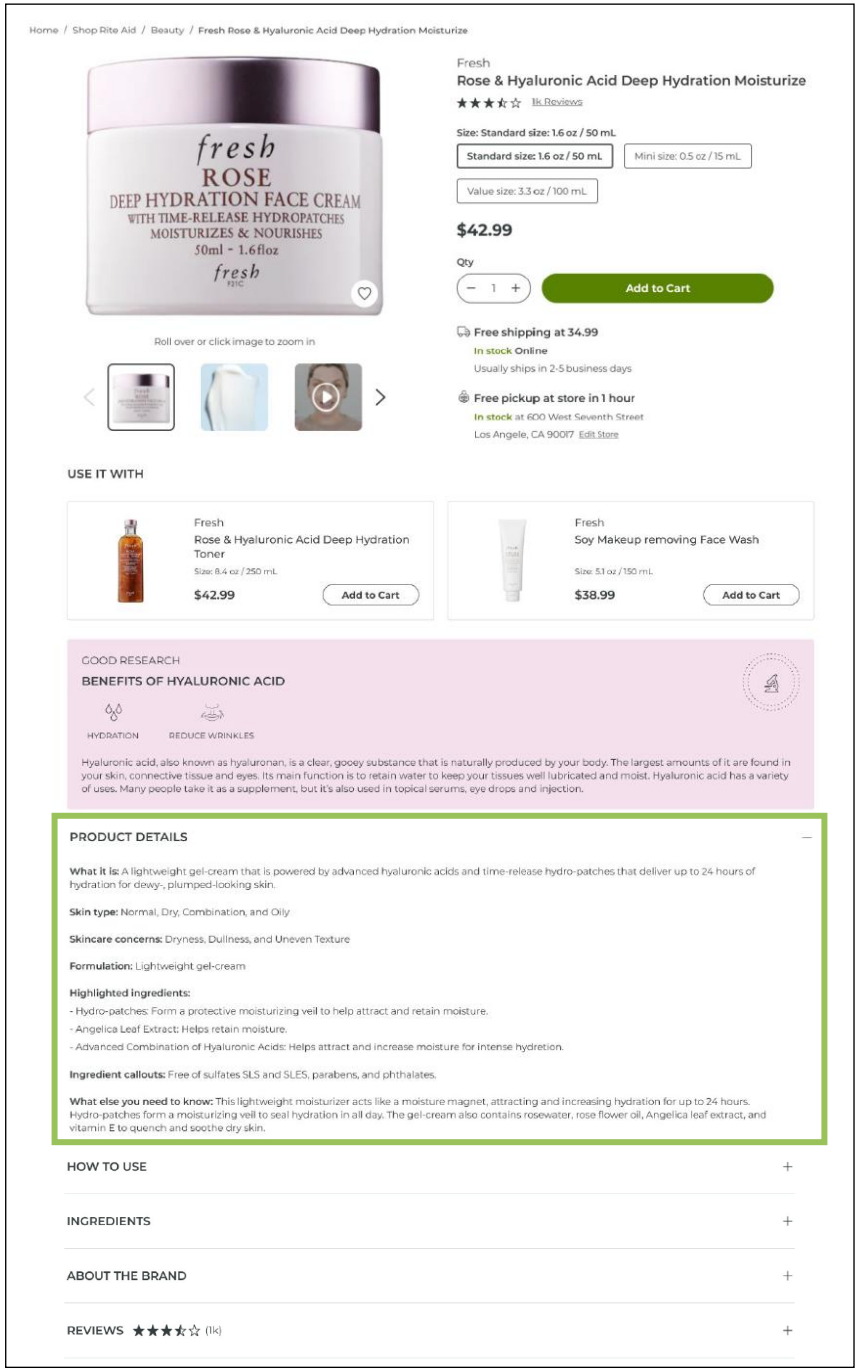
- **Beginning of June – Delivery of Supplier Scorecard** along with request for content update
- **End June – Content Updates Due** for skus that represent 60 – 70% of sales
- **July – Delivery of Content Updates** for skus that represent 40 – 30% of sales

Appendix

Guidelines for Product Details Copy

Mandatory Requirements:

- 200 word product description – completely optimized for search, developed with guidance from search keyword lists, and search relevancy metrics. Always ensure purpose and sustainability is also covered in the description
- 1st bullet, Reason to Buy or Claim: focus on sensory reaction, highlight end result, texture, scent, etc.
- 2nd bullet, Product Benefit: what is unique about the product?
- 3rd bullet, Experience or Payoff: What does it do? How does it make you feel?
- 4th bullet, Sustainability or Purpose
- 5th bullet, Comparison: area for use of non-brand words to drive SEO e.g. “Also try our other Green Tea flavors”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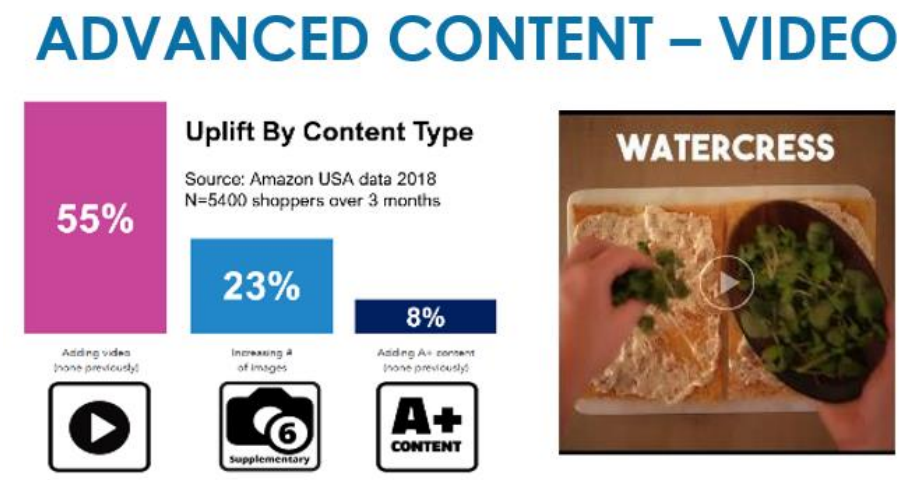
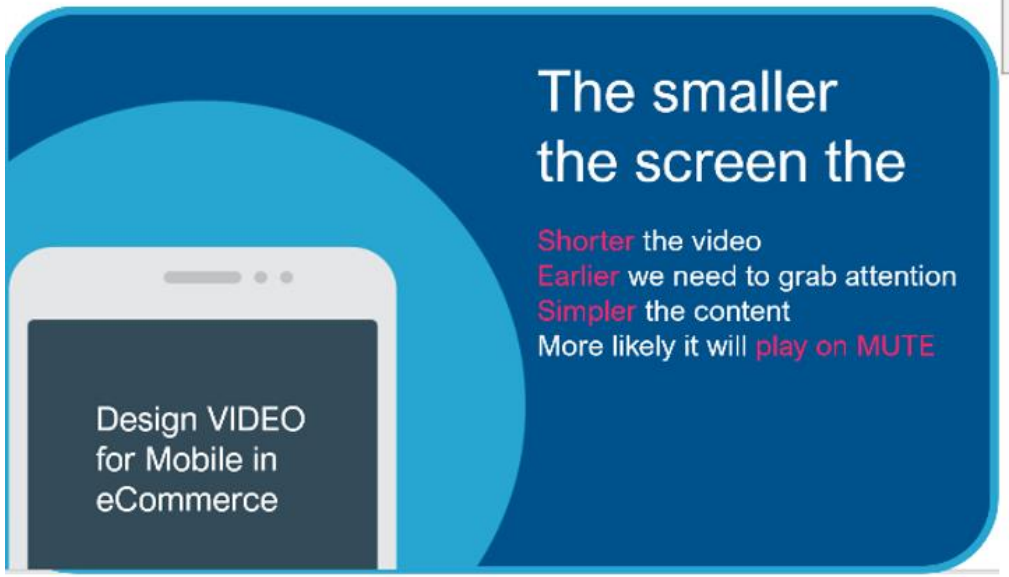
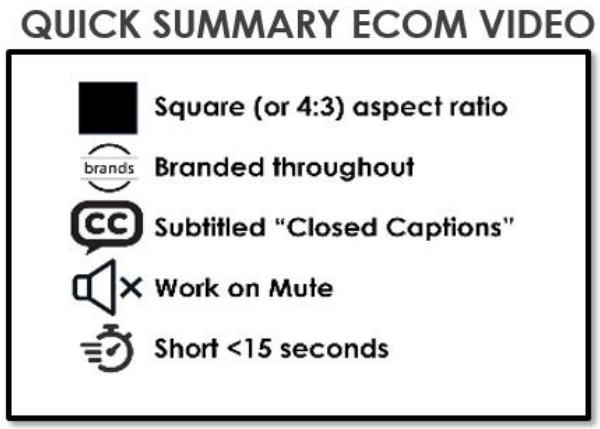
Video Content Guidelines



Video Assets: The Do and Don'ts*

Do	Don't
• Recommended length is 5-6 seconds, no longer than 15 secs.	• Use Brand videos – videos should highlight only the item in the PDP.
• Video can be tied to multiple SKUs	• Use videos longer than 15 seconds.
• Create videos that explain the KEY product features and capabilities of an item.	• Create super complex *.vtt files as they will not comply with some retailer requirements.
• Submit closed captioning as a VTT file (It's required! Even if the video only has music playing).	


Design VIDEO for Mobile in eCommerce
The smaller the screen the
Shorter the video
Earlier we need to grab attention
Simpler the content
More likely it will play on MUTE



Decision Tree - Hero Images

Q1: Is the **pack square-ish?**

YES → **S1**

SQUARISH =
Use full canvas
Off-pack comms not required and not helpful

(S1) Size integrated into the "maximise the square" does not have to adhere to S2 rules

NO

Q2: If the pack is not square, it will be hard to display size/pack count clearly on the pack.

S2

Declutter FOP & use Cambridge template square size tile only ALWAYS bottom right

Except laundry & Ice cream
(already established category standard lozenges bottom right)

(S2) Size call out should be black (GS1 recommendation) or dark blue to ensure strong visual contrast for colour blind / visually impaired shoppers that require high visual contrast

Decision Tree – Multipack Hero Images

Q1: Is the **pack square-ish?**

YES → **S1**

SQUARISH =
Use full canvas
Off-pack comms not required and not helpful

NO

Q2: If the pack is not square, it will be hard to display size/pack count clearly on the pack.

→ **S2**

Declutter FOP & use Cambridge template square size tile only ALWAYS bottom right

Hero Image Guidelines

1. Can you “Maximise the Square” if your pack is close to square and avoid any off pack text?

2. If your pack is tall & thin is your off pack text **ONLY SIZE** (NO VERTICAL STRIP)

3. Do you have no overlapping the pack or floating elements within the hero image canvas?

4. Do you have 100% white background ?

5. Do you have Visually Consistent Size/Pack Count Lozenges using Open Sans font on tall thin?

6. Does your Mobile Ready Hero Image pass the free Cambridge Visual Clarity “ClariFi” test so you can work out 4 basics – 1. Brand? 2. Format/Type? 3. Variant? 4. Size / Count?

7. Are your hero images final format sRGB color profile not CMYK?
   (RGB is the web standard for colour, CMYK is color for printing not eCommerce images)